

1978 TOYOTA

*Land Cruiser*

*A few  
Important Questions  
You should ask yourself  
before buying your  
4-Wheel Drive Vehicle.*

Most people approach the purchase of a new 4-wheel drive vehicle feeling just a bit uneasy.

Perhaps they should. For most people, it's a big decision; there's a lot to think about on the way to purchasing a new 4x4.

That's why we created the brief set of questions and answers you see here. The questions were designed to help start you thinking about your new 4-wheel drive vehicle purchase. The answers should tell you something about Toyotas. We hope you'll consider them both.

We're pretty certain you'll end up buying a Toyota, once you've discovered Toyota quality. Many 4-wheel drive owners have, with over 500,000 Land Cruisers sold worldwide to date. In fact, we're certain enough to issue a challenge you've probably heard a few times before. If you can find a better built 4-wheel drive vehicle than a Toyota Land Cruiser, buy it.



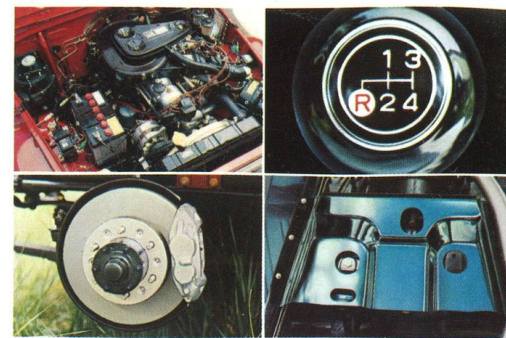
**Can I count on the four-by-four to hold up?**

At Toyota, rugged durability is considered the most important quality a 4x4 can have. It's also considered a tradition. A tradition of engineering and craftsmanship handed down through the years. A tradition you can easily see—in the quality of Toyota 4-wheel drive vehicles.

Examine the equipment on a new Toyota Land Cruiser. You'll find steel skid plates, heavy duty suspension and steel doors, to name a few. And Toyotas are welded, riveted and bolted together to help meet the roughest conditions.

These are just a few small examples and you'll find hundreds more just like them. They're part of Toyota's quality tradition and built into every Toyota.

But, perhaps the best way to find out about Toyota is to ask someone who owns one. Ask! They'll tell you how durable Toyotas are.



**Does the four-by-four come well equipped?**

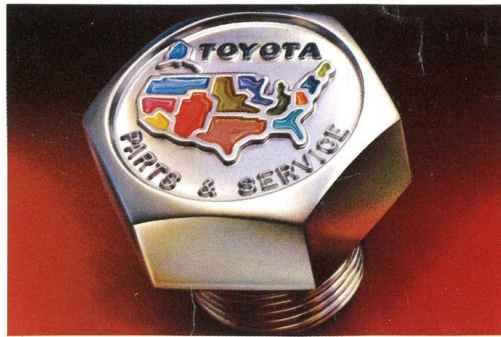
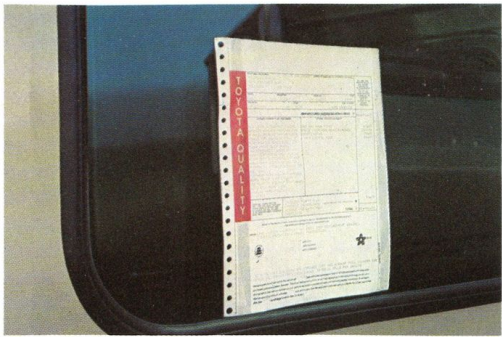
Toyotas are known for coming very well equipped, and Toyota Land Cruisers are no exception. They're quality built in two distinct models: Hardtop and Wagon.

For example, every Land Cruiser made comes standard equipped with a powerful 4.2 liter, 125 horsepower, 6-cylinder engine, a durable 4-speed synchromesh transmission coupled with a 2-speed transfer case, power-assisted front disc brakes, steel skid plates and a padded instrument panel included in the base sticker price. You'll find the list of Land Cruiser standard features on the specifications page.

We equip Toyotas with so much built-in value because our research has shown us that that's the way you want a quality 4x4 equipped.



Land Cruiser Hardtop.



THE TOYOTA CHALLENGE:

*"If you  
can find a Better Built  
4-Wheel Drive Vehicle  
than a Toyota,  
Buy it."*

#### Is the 4-wheel drive vehicle economical?

With 4-wheel drive vehicles, there's a lot more to economy than good gas mileage. At Toyota, we call this other type of economy *total economy*.

Total economy includes things like choosing a 4x4 that's equipped well right from the start, so you don't end up paying extra for a lot of costly options. To get all of the Toyota Land Cruiser's standard equipment on some other 4-wheel drive vehicles, you would have to spend around \$1200 on options,\* and you still won't have Toyota toughness. Total economy also means getting a 4-wheel drive vehicle that has service intervals designed to help cut down on the amount of regular servicing your 4x4 requires. Plus, you'll want a 4-wheel drive vehicle that's dependably built, so it'll keep its value in the long run.

So if you're looking for a vehicle that keeps right on going, and going, and going, look at the Toyota Land Cruiser.

\*Based on a comparison of manufacturers' suggested retail prices at time of printing.

#### Are parts and service easily available?

At Toyota, we believe that good after sales service is an especially important part of selling quality 4-wheel drive vehicles.

That's why more than 1000 Toyota dealers spread out all across the country make up the Toyota network of quality parts and service departments. With so many to serve you, you're never likely to be far away from one.

Next time you visit your local Toyota dealership, take a look around. You'll find it well equipped and efficiently run with special tools, skilled service technicians, and original Toyota replacement parts. And you'll find the same care and pride that's built into all Toyota cars, trucks and 4-wheel drive vehicles.

For more information on Toyota parts and service, please see the story on your Toyota dealer near the back of this brochure.

#### What does the Toyota challenge mean to me?

It means simply this: At Toyota, we're confident in the quality of the 4-wheel drive vehicles we build—enough to invite you to compare them with others.

If you do, we think you'll find that Toyotas offer the best combination of quality, value and dependability in the marketplace.

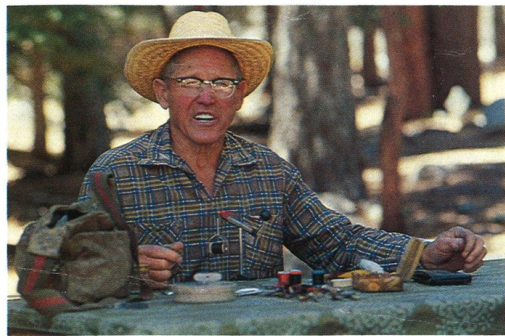
Today, Toyota offers a car or truck to suit almost everybody; 29 different models to be exact.

For example, there are two rugged, reliable Land Cruisers to choose from and each one comes very well equipped to take you where you want to go... on the road or off.

But above all, remember—the Toyota name has come to mean value, dependability and most of all—quality. If you can find a better built 4x4 than a Toyota, buy it.



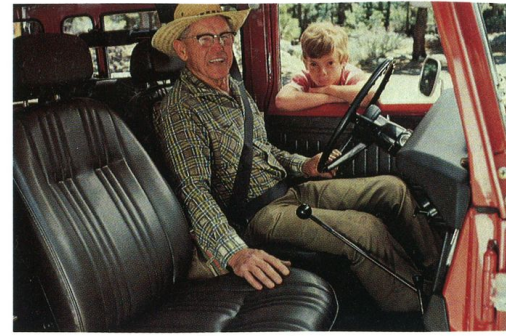
Land Cruiser Wagon



I discovered some great fishing holes but it was tough going to get there. Then I discovered the 4-wheel drive Land Cruiser Hardtop. Now getting there is almost as much fun as fishing.



These swing out rear doors make it real easy to load fishing tackle, camping gear or just about anything else into my Land Cruiser.



Another nice feature of this tough Land Cruiser is the vinyl-covered contour front bucket seats. They're very comfortable, both on and off the road. And the rear seats fold up for more cargo space, a feature I found quite convenient.

#### STANDARD FEATURES

##### Toyota Land Cruiser Hardtop

- 4.2 Liter, 125 horsepower, 6 cylinder overhead valve engine
- 4-Speed synchromesh manual transmission
- 2-Speed transfer case
- Power-assisted front disc brakes
- Rear drum brakes
- H78x15 4-ply rated tires
- Steering stabilizer
- Steel skid plates
- Front tow hook
- Steel cab with fiberglass roof
- Steel doors
- Side/rear steps
- Swing-out spare tire mount
- Swing-out rear doors
- Flip-out rear quarter windows
- Steel roll bar
- Contour front bucket seats
- Fold-up rear seats
- Padded dash
- Driver/passenger side mirrors
- Heater/defroster
- Locking fuel filler door

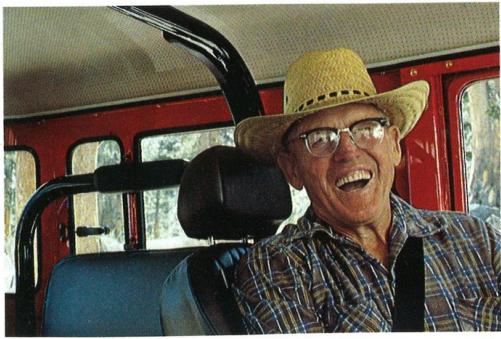
For a complete list of standard features plus optional equipment, please see the specifications page.

#### Exterior Colors

White • Red • Beige • Yellow • Green  
• Olive • Blue



Land Cruiser Hardtop



When you do a lot of driving over rough terrain like I do, you really appreciate the added protection of this steel roll bar. And I also like this extra touch of built-in comfort ... flip-out rear windows that help increase ventilation.

With its rugged, durable four wheel drive and H78x15 4-ply rated tires, this Land Cruiser has about as much traction as a mountain goat. And I need it to get to my favorite fishing holes. (Hardtop shown with optional mud and snow tires.)

You know why I drive a Land Cruiser? It's dependable. And it came with a lot of standard features like a 125-horsepower, 4.2 liter overhead valve engine, power-assisted front disc brakes, steel skid plates, all included in the base sticker price.





I wanted a tough, reliable 4-wheel drive vehicle. Roberta wanted a roomy, comfortable wagon. So we bought a Land Cruiser Wagon, and both got what we wanted.



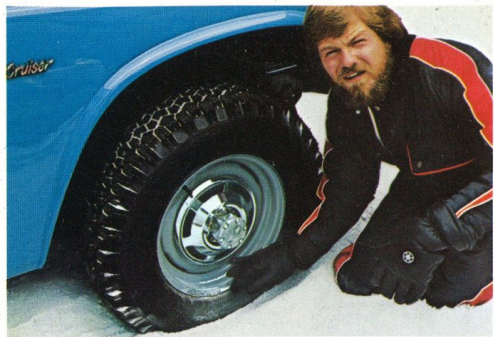
There's plenty of room in here. When we need more cargo space, we just fold up the rear seat. And with five doors instead of three, loading and unloading is much easier.



Talk about comfort. Our Land Cruiser came with front *and* rear heaters so that everyone can stay warm, even in the coldest weather. But what's really great is that the heaters were included in the base sticker price.



Land Cruiser Wagon



Another standard feature we didn't pay extra for is the free-wheeling/locking front hubs. They disengage the front hubs for 2-wheel drive. (Wagon shown with optional mud and snow tires.)



This handy, electric rear window operates from a switch on the dash, or a key in the tailgate. What's also nice about it is that it's another extra we didn't pay extra for.



Reliability? We got it in this Land Cruiser. It has plenty of going and stopping power—both on and off the road. Thanks to its tough 4.2 liter, 6-cylinder engine, 4-wheel drive and power-assisted front disc brakes.



#### STANDARD FEATURES Toyota Land Cruiser Wagon

- 4.2 Liter, 125 horsepower, 6 cylinder overhead valve engine
- 4-Speed synchromesh manual transmission
- 2-Speed transfer case
- Power-assisted front disc brakes
- Rear drum brakes
- Free wheeling/locking front hubs
- H78x15 4-ply rated tires
- Steel skid plates
- Locking fuel filler door
- Electric tailgate window
- Steel doors
- Padded dash
- Front and rear vinyl-covered bench seats
- Heater/defroster
- Rear heater

For the complete list of standard features plus optional equipment, please see the specifications page.

#### Exterior Colors

Red/White • Green/White • Blue/White

## LAND CRUISER FEATURES

S—Standard O—Optional —Not Available

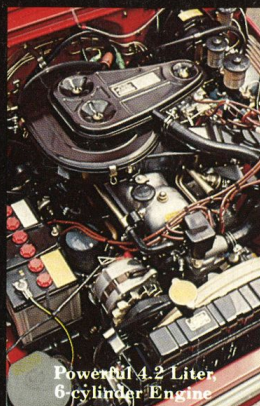
	Hardtop	Wagon
4.2 Liter 6-Cylinder OHV Engine	S	S
4-Speed Synchromesh Transmission	S	S
2-Speed Transfer Case	S	S
Power Assisted Front Disc & Rear Drum Brakes	S	S
Steel Skid Plates	S	S
Steel Doors	S	S
Steel Roll Bar	S	—
Vinyl-Covered Bench Seats	—	S
Vinyl-Covered Bucket Seats	S	—
Tandem Master Cylinder Brake System	S	S
Swing-Out Rear Doors	S	—
Padded Instrument Panel	S	S
ELR Seat Belt System	S	S
H78x15 4-ply Rated Tires	S	S
One Piece Parking Lamp/Turn Signals	S	S
Cowl-Mounted Windshield Wipers	S	S
Steering Stabilizer	S	S
Rear Step	S	—
Cigarette Lighter	S	S
Tool Kit	S	S
Padded Sun Visors	S	S
Ash Tray	S	S
Locking Fuel Filler Door	S	S
Heater/Defroster	S	S
Electric Tailgate Window	—	S
Free-wheeling/Locking Front Hubs	O	S
Front Towing Hook	S	S
Flip-Out Rear Quarter Windows	S	—
Rear Heater	O	S

### OPTIONS AND ACCESSORIES

Rear heater (Hardtop) • Mud and snowtires • P.T.O. winch • Free-wheeling/locking front hubs (Hardtop) • Air conditioning (Wagon) • AM Radio • 8-track stereo tape player • Digital clock • Electric winch • Carpeting • Cassette tape player • Rocker panel stripes • Additional options available at Toyota dealers.

†Optional snow and mud tires

Specifications, equipment and prices are subject to change without notice. The names and situations portrayed in this brochure are fictional and are not intended to represent actual persons.



Powerful 4.2 Liter, 6-cylinder Engine



Tool Kit



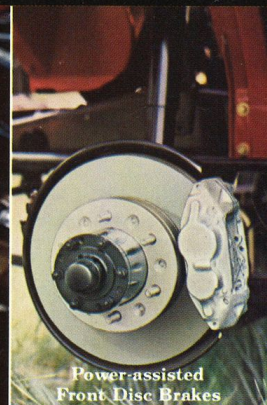
Durable 4-Speed Transmission



2-Speed Transfer Case



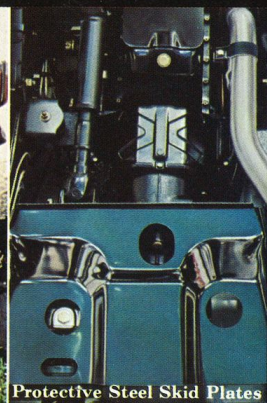
Tandem Master Cylinder Brake System



Power-assisted Front Disc Brakes



H78x15 4-Ply Rated Tires†



Protective Steel Skid Plates

## LAND CRUISER SPECIFICATIONS

### ENGINE

Type	6-Cylinder, in-line, OHV, (4 main bearings)
Displacement (liters) (cc)	4.2 4230
Bore and Stroke	3.70" x 4.00"
Compression Ratio	7.8:1
Horsepower (SAE Net)	125 hp @ 3600 rpm
Torque (SAE Net)	200 ft. lbs. @ 1800 rpm
Carburetor	Downdraft, 2-Barrel, Manual choke
Fuel Type	Unleaded gasoline only

### BODY/FRAME

Construction Separate Body and Frame

### SUSPENSION

Front and Rear Semi-Elliptical Leaf springs and double acting hydraulic shock absorbers

### BRAKES

Front and Rear Power-assisted Front Disc, Rear Drum, Tandem Master Cylinder brake system

### STEERING

Type Recirculating Ball  
Turning diameter 34.7 ft. Hardtop  
40.6 ft. Wagon

### TRANSMISSION RATIOS

	1st	2nd	3rd	4th	rev
Manual 4-Speed	3.555	2.292	1.410	1.000	4.271

### TRANSFER CASE

Type 2-speed helical gear, sliding  
Ratio Low: High:  
1.959 1.000

### REAR AXLE

Type Semi-Floating Hypoid Gear  
Ratio 4.11:1

### TIRES

Type/Size 4-Ply Rating (front & rear)  
H78x15  
Semi-lug

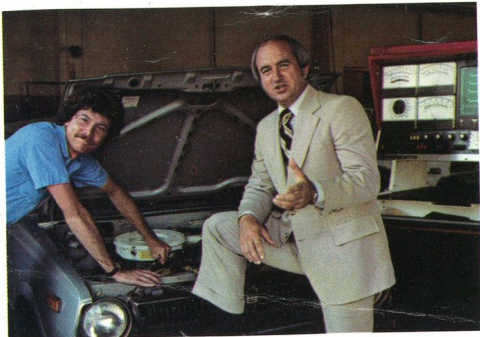
### EXTERIOR DIMENSIONS (inches)

	HARDTOP	WAGON
Wheelbase	90.0	106.3
Overall Length	152.4	184.0
Overall Width	65.6	68.3
Overall Height	76.0	73.4
Curb Weight (lbs.)	3800	4265

### \*EPA STATEMENT

Transmission	49 States		California	
	Highway	City	Highway	City
Hardtop (4-Speed)	18	12	14	9
Wagon (4-Speed)	16	11	12	8

\*Remember EPA mileage figures are estimates. The actual mileage you get will vary depending on your driving habits and your vehicle's condition and equipment.



Toyota service departments are well equipped and efficiently run, with a broad assortment of tools, many designed specifically for work on Toyotas.

Toyota service technicians, too, are specially schooled and trained in the finer aspects of Toyota service techniques. Many have gone on to achieve certification by the National Institute for Automotive Service Excellence (NIASE), an independent organization supported by the automobile industry as a whole.

So when it comes time to have your new Toyota serviced, remember, nobody is as well equipped and well informed on Toyotas as a Toyota service department.

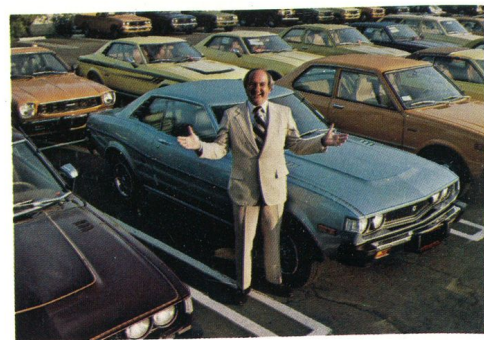


Toyota parts departments stock original factory replacement parts. This insures that Toyota owners receive the same outstanding quality in their parts purchases as originally went into their new Toyota.

If your Toyota ever needs a replacement part, chances are your Toyota dealer has it in stock. If he doesn't, he can get it for you fast, from Toyota's 100 million dollar parts inventory.

Toyota original replacement parts are readily available because parts are pre-stocked for all new models, including a large inventory of factory approved options.

Toyota original factory replacement parts—the best way to keep your new Toyota *all Toyota*.



Toyota new vehicle inventories include a wide range of Toyota models to choose from.

You may be surprised to learn that Toyota makes twenty-nine different models—from sporty cars to trucks and luxury sedans, to 4-wheel drive off-road vehicles.

You'll have a wide selection of interior-exterior colors and a choice of several transmissions to choose from, too.

There's a good reason why Toyota dealers are such dedicated professionals. It's because they've learned that the best way to sell quality cars and trucks is to offer efficient, no-nonsense quality service right along with them. It's a package deal—quality service for quality cars and trucks—you get it, at Toyota.

# TOYOTA



**Quality.**  
**You asked for it. You got it.**  
**TOYOTA**